

IN THE CLAIMS:

Please cancel claims 2-8, 10-12, 17-19, and 25 without prejudice or disclaimer of the subject matter contained therein. Please amend claim 9 as follows (all claims listed):

1. (Original) A computer-implemented method for enabling a user to obtain a program object for use in a host application running on a client computer, the client computer coupled to a server computer via a network, the method comprising the steps of:

- a1
- (a) enabling the user to select a program object;
 - (b) customizing the program object according to user input;
 - (c) at the server computer, automatically customizing the program object according to a rule-set in a program object template corresponding to the selected program object to create a limited functionality object;
 - (d) downloading the limited functionality object from the server computer to the client computer;
 - (e) allowing the host application to utilize the limited functionality object;
 - (f) upon user request at the client computer, sending a request to the server computer to obtain full functionality object corresponding to the limited functionality object;
 - (g) at the client computer, determining a set of program parts required to create the full functionality object from the limited functionality object;
 - (h) downloading the set of program parts from the server computer to the client computer;
 - (i) at the client computer, combining the set of program parts and the limited functionality object to create the full functionality object; and
 - (j) allowing the host application to utilize the full functionality object.

Claims 2-8 (Canceled)

9. (Currently Amended) A computer-implemented method for enabling a user to obtain a program object for use in a host application running on a client computer, the client computer coupled to a server computer via a network, the method comprising the steps of:

- a2
- (a) enabling the user to select a program object;
 - (b) at the server computer, customizing the program object according to a rule-set to create a unique object;
 - (c) downloading the unique object from the server computer to the client computer; and
 - (d) integrating the unique object in the host application;
 - (e) storing the identity of the user in a sales database at the server computer, the identity of the user being associated with the unique object in the sales database;
 - (f) accessing the sales database to determine the identity of the user associated with the unique object;
 - (g) enabling the user to electronically transfer the unique object to a second user at a second client computer; and
 - (h) amending the sales database to store the identity of the second user as being associated with the unique object.

10-12 (Canceled)

13. (Original) A computer-implemented method for enabling a user to obtain a program object for use in a host application running on a client computer, the client computer coupled to a server computer via a network, the method comprising the steps of:

- a3
- (a) at the server computer, customizing the program object according to a rule-set to create a limited functionality object;

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- (b) downloading the limited functionality object from the server computer to the client computer;
 - (c) integrating the limited functionality object in the host application;
 - (d) under control of the host application, outputting the limited functionality object to the user wherein the user cannot control the limited functionality object;
 - (e) upon user request at the client computer, sending a request to the server computer to obtain full functionality object corresponding to the limited functionality object;
 - (f) downloading computer code from the server computer to the client computer;
 - (g) at the client computer, combining said computer code and the limited functionality object to create the full functionality object; and
 - (h) integrating the full functionality object in the host application such that the user can control the full functionality object when using the host application.

14. (Original) The method of claim 13 wherein the step of integrating the full functionality object in the host application comprises integrating the full functionality object in the host application without halting or restarting the host application.

15. (Original) The method of claim 13 wherein the step of integrating the limited functionality object in the host application comprises integrating the limited functionality object in the host application without halting or restarting the host application.

16. (Original) The method of claim 13 wherein the step of customizing the program object according to a rule-set to create a limited functionality object further comprises customizing the program object according to a rule-set to create a unique limited functionality object.

17-19 (Canceled)

20. (Original) A computer-implemented method for enabling a user to obtain a program object for use in a host application running on a client computer, the client computer coupled to a server computer via a network, the method comprising the steps of:

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- (a) enabling the host application to display a limited functionality object at the client computer;
 - (b) enabling the user the ability to select the limited functionality object;
 - (c) upon said selection, sending to the server computer a request for a full functionality object corresponding to the limited functionality object;
 - (d) receiving the full functionality object at the client computer from the server computer;
 - (e) integrating the full functionality object in the host application without halting or restarting the host application; and
 - (f) allowing the user to manipulate the full functionality object.

21. (Original) The method of claim 20 wherein the step of receiving the full functionality object further comprises receiving a unique full functionality object at the client computer.

22. (Original) The method of claim 20 further comprising the step of enabling the user to provide identifying data and payment data to the server computer.

23. (Original) The method of claim 20 further comprising the step of transmitting the full functionality object to a second client computer.

24. (Original) An e-commerce system distributing program objects for use in a host

application, the system operating over a network, comprising:

- all
- (a) a client computer running the host application;
 - (b) a server computer coupled to the client computer via the network;
 - (c) a program object template stored at the server computer;
 - (d) means, located at the server computer, for customizing the program object template according to a rule-set to create a limited functionality object;
 - (e) means for downloading the limited functionality object from the server computer to the client computer;
 - (f) means, located at the client computer, for integrating the limited functionality object in the host application;
 - (g) means, operating under control of the host application, for outputting the limited functionality object to the user wherein the user cannot control the limited functionality object;
 - (h) means, located at the client computer, for sending a request to the server computer to obtain full functionality object corresponding to the limited functionality object;
 - (i) means to create the full functionality object; and
 - (j) means, located at the client computer, for integrating the full functionality object in the host application such that the user can control the full functionality object when using the host application.

25. (Canceled)

26. (Original) In a network comprising a client computer running a host application and coupled to a server computer, a system to distribute program objects via the network, comprising:

one or more program object templates stored at the server computer in a database, each program object template providing a definition for a program object and a rule-set to

create the program object;

a server computer program running on the server computer, the server computer program accessing the program object templates and creating limited functionality program objects and full functionality program objects, and transmitting said program objects to the client computer;

a sales database at the server computer for storing details regarding each person who obtains a full functionality program object; and

a client computer program running on the client computer in conjunction with the host application, the client computer program enabling the host application to request program objects from the server computer program and integrate program objects,

wherein a limited functionality object, when executed by the host application, is displayed but cannot be controlled by a user; and

wherein a full functionality object, when executed by the host application, is displayed and can be controlled by the user.
